

North Potomac Yard: Design Excellence Criteria
June 29, 2020 PYDAC Meeting
Building 15

Criteria	Text	Yes / No	Applicant Notes	Staff Response
C-1	A variety of open spaces are provided.			
C-1.1	A variety of open spaces, which contribute to the regional network, are provided.	Yes	One large roof terrace is planned on the east side of the 2nd floor, one gathering terrace is planned on the 7th floor next to the rooftop amenity space.	Staff agrees with the applicant's assessment and the building meets the intent of the Design Excellence Criteria. A variety of open spaces is provided. The open space available to the public makes a contribution to the regional network.
C-1.2	The District includes public and private open spaces that, in concert with the regional Potomac Yard Park, support a variety of active, social, and passive uses in a mix of urban plazas, lawns, shared streets, rooftop open spaces, and recreational areas.	Yes	Metro Plaza on the south side of the block is a public shared open space with Block 18, 19, and 20. Two private outdoor terraces are planned in the building for residents use to provide mix of active, social, and passive uses.	Staff agrees with the applicant's assessment and the building meets the intent of the Design Excellence Criteria.
C-2	An active public realm (streets, sidewalk, streetscapes).			
C-2.1	The public realm prioritizes the pedestrian experience and ground floors of buildings include active uses, interior-exterior visibility, and high-quality architecture.	Yes	Retail spaces are planned at the Metro Plaza along Evans Lane and the New Street A. The residential lobby is planned between retail spaces at New Street A. Glass storefront with brick piers are designed to ensure the interior-exterior visibility and connection. Comfortable sidewalks are provided, with room to	Staff agrees with the applicant's assessment and the building meets the intent of the Design Excellence Criteria.

			pass and pause. Seating walls and benches are planned as places to rest.	
C-2.2	Streetscape design incorporates the City's Complete Streets Design Guidelines, with amenities and infrastructure for pedestrians, bicyclists, and transit.	Yes	The streetscape design incorporates the City's Complete Street Design Guidelines. Each street has a frontage zone, pedestrian zone, and amenity zone. The amenity zones will provide space for bike parking, lighting, trees, plantings, and bioretention. The streetscape dimensions have been coordinated with staff and are reflected in the infrastructure DSP and building DSUP.	Staff generally agrees with the applicant's assessment and believes that the streetscape should be enhanced with the inclusion of a continuous row of street trees within the Street A amenity zone.
C-2.3	Site design incorporates high quality paving materials, site furnishings, and lighting.	Yes	Paving materials for the sidewalks will be a concrete unit paver at varying modules to differentiate the sidewalk zones. The amenity zone will incorporate permeable pavers. Site furnishings and lighting will be selected to complement the aesthetic of the district and create a cohesive feel.	Staff generally agrees with the applicant's assessment and overall site design and paving materials meet the intent of the Design Excellence Criteria. Staff would encourage the applicant team to develop a coordinated suite of unique site furnishings and lighting which create a unique identity for the Innovation District and showcase sustainable or innovative features.
C-2.4	Service areas will be designed to be compatible with the public realm and pedestrian experience while remaining as unobtrusive as possible.	Yes	Service and garage entries will have a crossing that is flush with the sidewalk and made of the same material to make them unobtrusive to pedestrians.	No- Staff finds that the applicant could improve service areas by decreasing the width of the garage and loading entrances, and integrating them seamlessly into the building design, but the

				sidewalk treatment is consistent with the criterion.
C-3	Inclusive design of buildings and open spaces.			
C-3.1	Building and open space design responds to the needs of diverse users and meets or exceeds the requirements of the Americans with Disabilities Act.	Yes	Currently, tactile paving and bollards are planned at the intersections of the sidewalks, for better and safer pedestrian experience, including individuals with disabilities. More details will be provided with subsequent submissions.	Staff believes that the applicant is likely to meet this criterion pending additional details to be provided in subsequent submissions.
C3.2	Across the District, buildings and open spaces invite users of different ages, interests, and abilities to engage with the spaces.	Yes	In progress, additional detail to be provided with a later submission.	Staff believes that the applicant is likely to meet this criterion pending additional details to be provided in subsequent submissions.
C-4	Utilitarian uses are thoughtfully integrated.			
C-4.1	Site and building design creatively integrates all support functions, parking garage entrances, loading docks, utility and mechanical spaces and penthouses to eliminate unsightly views and conflicts with pedestrians, and utilize creative screening where needed.	Yes	The garage entrance, the loading dock, utility and mechanical spaces, and the residential trash rooms are all strategically located at the east side of Silver Meteor Avenue. The retail space along New Street A wraps around and continues into Silver Meteor Ave, and trees are also planned to shield the utilitarian uses. The revised design also reduced the width of the entrances, minimized the impacts to the pedestrian by providing flushed sidewalk condition, and improved the architectural design of the north end façade.	No -Staff finds that the applicant could improve service areas by decreasing the width of the garage and loading entrances, and integrating them seamlessly into the building design, but the sidewalk treatment is consistent with the criterion.
C-5	Building Signage is unique and identifiable.			

C-5.1	Signage design integrates high quality graphics with a variety of diverse signage styles into the architectural elements and streetscape to form an attractive composition.	Yes	The Coordinated Sign Program (CSP) encompasses a variety of sign types and styles that will be a cohesive part of the architecture, streetscape and overall experience in the public realm throughout the Innovation District. Sign types addressed in the CSP include, but are not limited to, building top signs, building entrance signs, a variety of sign types for retail and restaurant uses, vehicular and pedestrian wayfinding signs, historic interpretive signs, project icon signs that will identify the District and contribute to a unique sense of place, and innovative digital display signs that take advantage of technology to foster a sense of arrival in the Innovation District.	Not yet met: Staff is reviewing the first coordinated sign plan submission and will continue to coordinate with the applicant and PYDAC to finalize the signage proposal.
C-5.2	Signage utilizes high quality materials and appropriate lighting to ensure successful integration with the quality of buildings and site design.	Yes	The CSP includes guidelines for materials, illumination, and methods of installation for the various sign types throughout the District to ensure signs are integrated with the quality of buildings and site design.	Not yet met: Staff is reviewing the first coordinated sign plan submission and will continue to coordinate with the applicant and PYDAC to finalize the signage proposal.
C-5.3	Signage is creative, unique to the user, and enhances the visual experience while providing clear, concise information and direction.	Yes	The parameters established by the CSP maintain a cohesive, District-wide approach to signage while allowing flexibility and encouraging creativity in sign design for individual tenants throughout the District.	Not yet met: Staff is reviewing the first coordinated sign plan submission and will continue to coordinate with the applicant and PYDAC to finalize the signage proposal.
C-6	Architectural Excellence.			
C-6.1	There is variety of architectural character, height, massing, and	Yes	The building diagram consists of two substantially different, yet	Staff generally agrees with the applicant's assessment

	articulation which express a clear overall composition among the buildings within the District.		complimentary building masses, each with its own architectural character and facade articulation. The playful massing of the building creates a strong presence at the Metro Plaza with the large, cantilevered volume supported by sculptural angled supports. A one-story retail base underlies the entire building and transforms into a series of walk-up units on the east side of the building. Above this base, an outdoor amenity terrace overlooks views to the park and Potomac River. The top of the building is accentuated with an angled roof form that helps to break the skyline and adds visual interest at the prominent location adjacent to the Metro Station.	regarding the variety of architectural character, massing, and articulation that also expresses a clear overall composition. Staff would prefer to see additional variety in building height but acknowledges that the inclusion of the angled roof form helps to address its concern Staff would like to see the angled section begin further to the north, and to see a higher level of masonry detailing and articulation in the northern, masonry volume.
C-6.2	Individual buildings express their purpose and program through design while positively contributing to both the character of the overall urban plan as well as the individual block context.	Yes	The character of the building complements the context of the Innovation District while also making clear its function as a residential building. While the floating bar has many similarities to the adjacent office buildings, the detailing of the façade is more porous, with integrated balconies and terraces. The building's amenity spaces are also highlighted with larger glazed openings and exterior terraces.	Staff agrees with the applicant's assessment and the building meets the intent of the Design Excellence Criteria.
C-6.3	Building massing generates depth, a layering of visual interest and expresses the building's program.	Yes	The building massing is conceived of as a "floating bar" connected to a masonry volume via a glassy link. This design creates a simple and clear dialogue between the heaviness of the masonry	Staff agrees with the applicant's assessment and the building meets the intent of the Design Excellence Criteria.

			volume and the lightness of the floating bar. The façade of the floating bar expresses multiple layers of depth; the external metal frame; the underlying horizontal spandrel that slide behind it; the recessed balconies; and the wood panel balcony screens. The masonry façade is expressed in a more grid-like pattern with elegantly detailed frames around the windows and balcony recesses at the corners. All of this sits on a base which clearly delineates the extent of the retail program.	
C-6.4	Buildings read as holistic and comprehensible entities.	Yes	The design creates a simple and clear dialogue between the heaviness of the masonry volume and the lightness of the floating bar. While each volume contains details unique to its own façade, they work together to create a holistic composition that expresses the coming together of the separate elements.	Staff agrees with the applicant's assessment and the building meets the intent of the Design Excellence Criteria.
C-6.5	Materials are used creatively, employ expressive and innovative detailing and are consistent with the underlying building concept.	Yes	The metal panel used on the frame of the floating bar reinforces the concept of technology and innovation, while the horizontal metal channel detail recalls the industrial railyard heritage of the site. The simple brick detailing on the masonry volume also suggests the type of warehouse structure that could have once existed on the site, reinforcing the industrial aesthetic. Wood accents inspired by the industrial aesthetic add	Staff agrees that some of the materials used on this building are creative, such as the wood accents between balconies and the use of metal panel on the floating bar frame. Additional, yet subtle, brick detailing could be included at the northern portion of the building to enhance creativity/innovation.

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			warmth and color to the facades. Material colors have been chosen to create balance and contrast within the facade elements. Additionally, the materials get visually lighter as they approach the top of the building, creating visual strength at the base and openness at the roofline.	
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